

## DOG TREAT MANUFACTURER COMPLETES FOOD SAFETY RECALL PROGRAM, MOVE TO GROCERY SHELVES

**ABOUT COOL CANINE.** Located in Shell Knob, Missouri, on the shores of Table Rock Lake, Cool Canine Natural Dog Treats is a great example of the entrepreneurial spirit. Owners Kim and Clifford Przybyl are pet “parents” who saw a niche market left unfilled, and they aimed to fill it. The result is their family owned and operated business, Cool Canine Natural Dog Treats, which offers handmade, small batch dog treats that contain no additives or preservatives to provide a healthy, safe, and delicious alternative for conscientious pet owners.

**THE CHALLENGE.** The company got off to a great start, with the Przybyls painstakingly making each batch by hand, and selling the products online and through select physical retail outlets in their area. Their healthy dog treat alternative was a big hit; dogs and their owners loved them. Things went so well they found themselves with an opportunity to sell their products through Whole Foods, a well-known natural foods retail chain. But they had a problem: the retailer required them to have a food safety program in place before they could offer Cool Canine Natural Dog Treats on their shelves. Whole Foods was willing to put the company’s products on their shelves for the grand opening of their new store in the Central West End in St. Louis, but only if they could be compliant with their food safety management requirements in time.

**MEP CENTER'S ROLE.** With an extremely tight deadline, and not knowing where to start, the Przybyls contacted Missouri Enterprise, a NIST MEP affiliate. Missouri Enterprise sent in their team of experts to assess their situation and make recommendations. Project Managers helped the Przybyls set up a food safety management system and complete the pile of paperwork and forms they needed for compliance. With lots of hard work and urgency from all parties, the project took only two weeks from start to finish.

With the help of Missouri Enterprise, Cool Canine Natural Dog Treats made the deadline. When the St. Louis Whole Foods opened, the company’s products were on the shelves. On top of that, the project got the company 75 percent of the way towards getting HACCP certification, which they will need sooner rather than later as they continue to grow so quickly. And, a large chain of farm implement and feed stores is now evaluating Cool Canine Natural Dog Treats for placement in their stores. Because of the assistance that Missouri Enterprise provided, the company has realized a significant increase in sales.

**"Missouri Enterprise taught us so much. The Project Managers at Missouri Enterprise were incredibly knowledgeable, and they are the nicest people. We couldn't have done it without them and we are looking forward to working with them again soon!"**

-Kim Przybyl, Owner

## RESULTS



Sales impact: **\$350,000**



Jobs impact: **4**



Investment: **\$50,500**



Cost-savings: **\$8,000**

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